

Consumer Perception of Product Quality, Price, Brand and Celebrity Endorser in Making Decisions to Purchase “EsTeh Indonesia”

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Abstract

This research investigates how Indonesian consumers decide to purchase EsTeh Indonesia beverages. It focuses on four factors: product quality, price, brand image, and the influence of celebrity endorsements. The study employs a combination of descriptive analysis and Structural Equation Modeling (SEM) to understand how these factors relate to buying decisions. The results reveal that consumers prefer to buy EsTeh Indonesia at physical outlets due to the inviting atmosphere and convenience. More importantly, the study finds that both product quality and price significantly influence purchasing decisions. Brand image also has a positive impact, but interestingly, celebrity endorsements have no significant effect. Overall, the research model demonstrates a good fit and provides strong evidence for the importance of product quality and price in driving consumer choices. This offers valuable insights for EsTeh Indonesia to strengthen its market position and build a loyal customer base by focusing on these key factors.

Keywords: Consumer Behavior, Purchasing Decisions, EsTeh Indonesia

INTRODUCTION

Consumer perception is a critical factor in the decision-making process for purchasing products, and this applies to “EsTeh Indonesia” as well. Various studies have explored the factors influencing consumer decisions, emphasizing the importance of



product quality, price, brand, and celebrity endorsements in shaping consumer behavior (Hakim & Juwita, 2021; Oscar & Keni, 2019; Tan & Budiono, 2020; Velice & Sander, 2022; Wirawan & Seminari, 2021). These factors collectively contribute to how consumers perceive a product and ultimately influence their purchasing choices. Product quality significantly impacts consumer decisions, with studies demonstrating that perceived quality plays a crucial role in shaping consumer satisfaction and loyalty (Atri et al., 2022; Faizal & Nurjanah, 2019). Consumers often link quality with value, influencing their decision to purchase a product. For “EsTeh Indonesia”, maintaining a high perceived quality of the beverage is essential for attracting and retaining customers. Price perception directly affects consumer behavior, with research indicating its impact on purchase decisions (Hakim & Juwita, 2021; Oscar & Keni, 2019; Wirawan & Seminari, 2021). Consumers evaluate the price of a product against its perceived value and quality. Setting a competitive price aligned with the perceived value of “EsTeh Indonesia”'s product is crucial for attracting target consumers and maintaining competitiveness. Brand image is another key factor in consumer decision-making, with studies underscoring its influence on consumer perceptions and purchase intentions (Raphael Romeo Lenardo & Inda Sukati, 2023; Tan & Budiono, 2020). A positive brand image can enhance consumer trust and loyalty. Establishing a favorable brand image that resonates with the target market is vital for “EsTeh Indonesia”'s long-term success. Furthermore, celebrity endorsements can positively influence consumer perceptions and purchasing decisions (Velice & Sander, 2022; Wirawan & Seminari, 2021). Associating “EsTeh Indonesia” with a suitable celebrity endorser who aligns with the brand values can enhance visibility and credibility among consumers.

“EsTeh Indonesia” is a processed product beverage company with two sales systems, namely offline and online. Offline transactions are carried out at the point of sale of the transaction directly, while online purchases transact through the media device (Syaharani Pratiwi Salam & Asmungi Asmungi, 2023). The development of e-business has now become a part of people's lifestyle. The online ordering system has disadvantages, including allowing food to not match consumer expectations, menu prices are more expensive and there are additional shipping costs. The advantages of buying online are choosing without queuing, saving time and there are discounts given by the seller or from the application. Current sales use many strategies to offer discounts to consumers. Sometimes consumers buy products because of a discount even though the product is not really needed by consumers (Mundari & Herlina, 2022). Consumers will



buy again, if consumers are happy with the product. “EsTeh Indonesia” is one of the franchise businesses that exists and develops to meet the needs of the community. The large number of drink enthusiasts has inspired the local brand “EsTeh Indonesia” to open a contemporary iced tea business. “EsTeh Indonesia” outlets entered the market in 2018 at this time, and in 2019 began to become PT Since then, franchise began to appear throughout Indonesia and approximately 100 branches of “EsTeh Indonesia” outlets spread across Indonesia (Taufik, 2021).

Understanding and leveraging these factors - product quality, price, brand image, and celebrity endorsements are crucial for “EsTeh Indonesia” in influencing consumer perceptions and purchase decisions. By focusing on enhancing product quality, setting competitive pricing, building a strong brand image, and strategically using celebrity endorsements, “EsTeh Indonesia” can effectively position itself in the market and attract a loyal customer base. This study aims to understand the factors that influence consumers purchasing decisions for “EsTeh Indonesia” both online and offline purchases. The researcher wants to identify the reasons behind consumer’s choice to buy, detect the motivation of consumers from two age groups (teenagers and adults), and analyze the influence of product quality, price, brand, and celebrity endorsers on purchasing decisions. The results of this study are expected to provide a clearer picture of the right marketing strategy for Es Teh Indonesia to reach its target consumers more effectively.

Objectives

This study examines consumer decision-making factors influencing purchases of EsTeh Indonesia beverages. It focuses on four key influences: product quality, price, brand image, and celebrity endorsements.

1. Consumer Perception Factors:

- a. **Product Quality:** Perceived quality is crucial. High quality is linked to consumer satisfaction and loyalty, ultimately driving purchasing decisions;
- b. **Price:** Price perception directly affects consumer behavior. Consumers evaluate price against perceived value and quality. EsTeh Indonesia's pricing strategy should be competitive and reflect perceived value;
- c. **Brand Image:** A positive brand image builds trust and loyalty. EsTeh Indonesia should establish a brand image that resonates with its target market;
- d. **Celebrity Endorsements:** Endorsements by suitable celebrities can enhance brand visibility and credibility, potentially influencing purchasing decisions.



The study acknowledges EsTeh Indonesia's dual sales system: offline (physical outlets) and online.

2. EsTeh Indonesia Sales Channels:

- a. Offline Purchases: Consumers prefer the inviting atmosphere and convenience of physical outlets;
- b. Online Purchases: While offering convenience and potential discounts, online purchases may have drawbacks like product quality not meeting expectations and additional shipping costs.

RESEARCH METHOD

Location, Object, Time

This research was conducted as a case study of consumers who purchased contemporary “EsTeh Indonesia” drinks at the Kedinding Outlet in Surabaya. The choice of location is based on the fact that the Kedinding Surabaya outlet is one of the outlets that has the least sales in the city of Surabaya. The object of purchase is the consumer's purchase decision at “EsTeh Indonesia”. The time for the implementation of research that occurs in the field according to the theory will be carried out from February to March and the study will be completed in about one month.

Population and Sample

Because the number of population is not known for sure, the unknown population formula is used to determine the size of the sample (Zahrowati & Suparwati, 2018). To determine the number of samples with an unknown population with an error rate of 5% and a confidence level of 95%, the following formula is used:

$$n = \left[\frac{Z\alpha \cdot \sigma}{e} \right]^2$$

Information:

n = number of samples

$Z\alpha$ = Degree coefficient = 1.96 (since $\alpha = 0.05$ then $Z 0.05 = 1.96$)

σ = Standard deviation = 0.25

e = Standard error = 5% = 0.05



Based on the explanation above, using the unknown population formula, the sample size can be calculated as follows:

$$n = \left[\frac{(1,96).(0,25)}{0,05} \right] 2$$

$$n = 96,04 = 97 \text{ respondents}$$

With the calculation above, the number of samples used by researchers in this study is 97 respondents. In order for this study to get good results, the sample taken was 100 respondents

Analysis Technique

Descriptive analysis is used to achieve the first objective, which is to identify the reasons why consumers buy online and offline towards purchasing decisions, and is used to achieve the second objective, which is used to detect the motivation of adolescent and adult consumers towards purchasing decisions of “EsTeh Indonesia”. The purpose of this study is to analyze the effect of product quality, price, brand and celebrity endorsers on purchasing decisions for “EsTeh Indonesia” using SEM (Structural Equation Modeling) analysis through the Partial Least Square approach using the Warp-PLS application. Model evaluation in partial least square (PLS) uses the measurement model method and structural evaluation. The use of measurement models or outer models is used in assessing the reliability and validity of indicators that form latent constructs. The use of model evaluation or inner model aims to predict the relationship between latent variables by looking at some of the variance that can be explained to know the significance of the P-value (Ghozali & Hengky, 2015). In evaluating the outer model, there are two tests, namely the validity test and the reliability test, which are used as data instrument tests. Inner model evaluation shows the relationship between latent variables to get conclusions from the research results. Inner model evaluation consists of path coefficient test, goodness of fit and hypothesis testing.



RESULTS AND DISCUSSION**Consumer Characteristics of “EsTeh Indonesia”****Table 1. Respondent Characteristics**

Gender	Amount	Percentage(%)
Male	32	32
Female	68	68
Total	100	100
Age	Amount	Percentage (%)
10-20 Years	26	26
21-30 Years	66	66
31-40 Years	8	8
> 40 Years	0	0
Total	100	100
Education Level	Amount	Percentage (%)
Student (SMA/SMK)	67	67
Academy (D/I, D/II, D/III)	9	9
Bachelor (SI/equivalent)	24	24
Postgraduate (SI/II)	0	0
Total	100	100
Occupation	Amount	Percentage (%)
Student	60	60
Housewife	2	2
Civil Servant	2	2
Self-employed	28	28
Other	8	8
Total	100	100
Income (Rp)	Amount	Percentage (%)



0 - 1.000.000	42	42
1.000.000 - 3.000.000	27	27
3.000.000 - 6.000.000	29	29
> 6.000.000	2	2
Total	100	100

Source: Primary Data Processed, 2024

Factors That Influence Consumer's Purchasing Decisions For "EsTeh Indonesia"

In this study, 100 respondents were obtained, where respondents who filled out the questionnaire were people who had bought and consumed "EsTeh Indonesia" twice. From the results of this study, it can be seen that 50% of respondents who filled out the questionnaire chose the online purchase method using the delivery application and 50% of consumers chose the offline purchase method by visiting directly to the "EsTeh Indonesia" store or garden.

According to the data, there are several reasons why people prefer to use the delivery message app for online shopping. The most popular reason is the abundance of discounts and free shipping, which is obviously a big draw for shoppers. Another reason is that people are too lazy to go to the store, so they use the app to buy anything, anywhere. Another reason is that people don't have the time to go to the store, so they use the app to save time and effort. Lastly, 10% of people just want to drink something without going to the store. According to the data, the most common reason for buying offline at the "EsTeh Indonesia" shop is its convenient location (46% of respondents), followed by the fact that the store has a relaxing atmosphere (24% of respondents), the fact that customers feel safe and comfortable there (19%), and finally, the fact that customers feel more prestigious when they shop there (9% of respondents).

Based on the results of the research that has been conducted, consumer decision making in buying "EsTeh Indonesia" prefers to use the offline purchase method. The reason consumers prefer to buy directly in the garden is that "EsTeh Indonesia" has a comfortable atmosphere to unwind, relax with friends or family and is suitable for completing tasks. In addition, the location of "EsTeh Indonesia" is also very easy to visit so that it provides a sense of security and comfort for consumers. By hanging out or relaxing at the "EsTeh Indonesia" store, consumers become confident or more

101



prestigious. The results showed that consumers like online purchases because they are more effective and efficient in ordering and there are discounts offered by the application, so consumers make repeat purchases. Consumers like online purchases of delivery applications because consumers are lazy and there is no time to buy directly at the “EsTeh Indonesia” garden. In the delivery message application, there are various kinds of discounts offered, ranging from discounted drinks to discounted delivery costs to the intended location. The results of this study are in line with the research that getting the results of the reasons consumers buy in the e-marketplace because of the many discounts and free shipping that consumers are looking for, easier effectiveness and efficiency and ease of choosing to use the type of transaction to be used (Siti Silviah et al., 2022).

Reasons Behind Consumer’s Choice to Buy, Detecting The Motivations of Consumers from Two Age Groups (Teenagers and Adults)

According to the data that has been collected, the majority of “EsTeh Indonesia” drink buyers are between the ages of 21 and 30 (66% or 66 respondents), followed by those between the ages of 10 and 20 (12% or 12 respondents), those between the ages of 31 and 40 (8% or 8 respondents), and finally, consumers older than 40 have no interest in buying “EsTeh Indonesia” drinks. This indicates that the majority of “EsTeh Indonesia” viewers are adults, with the majority falling within the age bracket of 21–30. Results from consumer statistics show that 62% of people drink “EsTeh Indonesia” drinks; 62% of adults and 12% of teenagers drink these sweetened beverages; and 26% of adults drink these drinks. When presented with a large variety of tea beverages, customers are more picky due to the cutthroat rivalry in the tea industry. On weekends, many people meet at tea shops to unwind and enjoy each other's company (Yulianti & Deliana, 2018).

The results of this study are the age of “EsTeh Indonesia” visitors, the majority of respondents in this study were at an adult age, namely at the age range of 21 - 30 years. From the results of this study, many students and workers utilize the “EsTeh Indonesia” garden as an alternative for hanging out, relaxing and gathering with friends or family while enjoying “EsTeh Indonesia” drinks. The phenomenon of the millennial generation to complete work, spend free time or just unwind from daily activities (Selvi & Ningrum, 2020). “EsTeh Indonesia” also has a comfortable place and “EsTeh Indonesia” drinks are thirst-quenching drinks. Entering adulthood where the higher the level of education and knowledge, the more optimal and directed the use of finances to the maximum and on



target the higher. If education is applied, behavior patterns and financial management will improve. Different income levels tend to adhere to different values, behaviors and lifestyles, so that they have high purchasing power and lead to purchasing decisions.

The Effect of Product Quality, Price, Brand, and Celebrity Endorsers on Purchasing Decisions

Outer Model

a. Convergent Validity

The validity of convergence is measured based on the loading value of each research indicator. If the loading factor value is greater than 0.70, the indicator can be said to be valid. If the loading factor is between 0.50 – 0.60, it is acceptable when the model is still in the early stages and starts from the development stage of the measurement scale. Therefore, if the loading value is less than 0.50 it should be removed from the model. The removal of the indicator is carried out if the indicator can increase the AVE>0.50 and the Composite Reability >0.7. The criteria for the validity and reliability of the research model as seen from the Composite Reability value is >0.7 and Cronbach's Alpha is 0.6, so it can be concluded that the measurement model has shown good validity and reliability (Eldisthia et al., 2023). The results of the combined loading and cross-loading output calculations of each indicator variable are shown in table 2 below:

Table 2. Output Combined Loading and Cross-Loading Result

	Quality	Price	Brand	Celebrity Endorser	Purchasing Decision	Type (as Defined)	SE	P Value
X1.1	0.863	-0.019	-0.073	0.073	-0.303	Reflective	0.079	<0.001
X1.2	0.851	-0.24	0.058	0.067	0.149	Reflective	0.079	<0.001
X1.3	0.849	0.226	0.06	-0.204	-0.046	Reflective	0.079	<0.001
X1.4	0.871	0.032	-0.042	0.061	0.199	Reflective	0.079	<0.001
X2.1	0.015	0.879	-0.209	-0.015	0.095	Reflective	0.079	<0.001
X2.2	-0.018	0.877	-0.034	-0.064	0.105	Reflective	0.079	<0.001
X2.3	0.024	0.907	0.093	0.088	-0.093	Reflective	0.078	<0.001
X2.4	-0.022	0.908	0.142	-0.011	-0.101	Reflective	0.078	<0.001
X3.1	0.062	0.008	0.896	-0.066	0.14	Reflective	0.078	<0.001
X3.2	0.03	0.22	0.877	0.136	-0.328	Reflective	0.079	<0.001
X3.3	-0.091	-0.225	0.891	-0.067	0.182	Reflective	0.078	<0.001
X4.1	-0.112	0.179	0.2	0.753	-0.194	Reflective	0.081	<0.001
X4.2	0.004	-0.036	0.249	0.871	-0.215	Reflective	0.079	<0.001



X4.3	0.029	-0.07	-0.332	0.864	0.447	Reflective	0.079	<0.001
X4.4	0.069	-0.053	-0.099	0.815	-0.064	Reflective	0.08	<0.001
Y1.1	-0.1	-0.156	0.11	0.088	0.892	Reflective	0.078	<0.001
Y1.2	0.027	0.112	-0.062	0.105	0.897	Reflective	0.078	<0.001
Y1.3	0.173	-0.011	-0.147	-0.152	0.93	Reflective	0.078	<0.001
Y1.4	-0.108	0.055	0.105	-0.035	0.896	Reflective	0.078	<0.001

Source: WarPLS Data Processing, 2024

b. AVE

Another measurement of convergent validity is by looking at the average variance inflation factor (AVE) value. The average variance inflation factor (AVE) value must be greater than 0.5 (Hamid, 2019). The following are the AVE results of each construct which can be seen in table 3 below:

Table 3. AVE Result

Variables	Avarege Variance Extracted	Keterangan
Product Quality	0.737	Valid
Price	0.797	Valid
Brand	0.789	Valid
Celebrity Endorser	0.684	Valid
Purchase Decision	0.817	Valid

Source: WarPLS Data Processing, 2024

Based on table 3 above, all variables are valid because they have a value of > 0.50 . Product quality with a value of $0.737 > 0.50$, price with a value of $0.797 > 0.50$, brand with a value of $0.789 > 0.50$, celebrity endorser with a value of $0.684 > 0.50$ and purchasing decisions with a value of $0.817 > 0.50$. The conclusion that all variables have met the convergent validity criteria, meaning that the construct is reliable in measuring related variables.

c. Discriminant Validity

Discriminant Validity aims to determine whether reflective indicators are good measures for their constructs. Discriminant validity can be fulfilled if the loading factor of



an indicator correlates higher with its construct than other constructs. The following is the result of the latent construct loading value to its indicator can be seen in table 4 below:

Table 4. Latent Construction Loading Value to the Indicator

	Quality	Price	Brand	Celebrity Endorser	Purchasing Decision	Description
X1.1	0.863	-0.019	-0.073	0.073	-0.303	Fulfilled
X1.2	0.851	-0.24	0.058	0.067	0.149	Fulfilled
X1.3	0.849	0.226	0.06	-0.204	-0.046	Fulfilled
X1.4	0.871	0.032	-0.042	0.061	0.199	Fulfilled
X2.1	0.015	0.879	-0.209	-0.015	0.095	Fulfilled
X2.2	-0.018	0.877	-0.034	-0.064	0.105	Fulfilled
X2.3	0.024	0.907	0.093	0.088	-0.093	Fulfilled
X2.4	-0.022	0.908	0.142	-0.011	-0.101	Fulfilled
X3.1	0.062	0.008	0.896	-0.066	0.14	Fulfilled
X3.2	0.03	0.22	0.877	0.136	-0.328	Fulfilled
X3.3	-0.091	-0.225	0.891	-0.067	0.182	Fulfilled
X4.1	-0.112	0.179	0.2	0.753	-0.194	Fulfilled
X4.2	0.004	-0.036	0.249	0.871	-0.215	Fulfilled
X4.3	0.029	-0.07	-0.332	0.864	0.447	Fulfilled
X4.4	0.069	-0.053	-0.099	0.815	-0.064	Fulfilled
Y1.1	-0.1	-0.156	0.11	0.088	0.892	Fulfilled
Y1.2	0.027	0.112	-0.062	0.105	0.897	Fulfilled
Y1.3	0.173	-0.011	-0.147	-0.152	0.93	Fulfilled
Y1.4	-0.108	0.055	0.105	-0.035	0.896	Fulfilled

Source: WarPLS Data Processing, 2024

Based on table 4, it can be seen that the loading factor value of each indicator has a higher correlation with its latent construct than other constructs. This can be seen in one indicator of the product quality variable, namely X1.1, which has a loading factor value of 0.863. this value is greater than the loading factor value on other latent constructs, namely -0.019, -0.073, 0.073, and -0.303, meaning that the X1.1 indicator can measure the product quality variable (X1) better than measuring other variables. So it can



be concluded that all indicators on the research variables have met the criteria for discriminant validity and can be used as good measures for their variables.

d. Composite Reliability

Construct reliability test which can be measured by 2 criteria, namely composite reliability and Cronbach's alpa. A construct is declared reliable if the composite reliability value is > 0.70 (Eldisthia et al., 2023). The following in table 5 the results of the latent variable coefficients output are presented to facilitate analysis:

Table 5. Composite Reliability Value

Variable	Composite Reliability	Cronbach alpha
Quality	0.918	0.881
Price	0.940	0.915
Brand	0.918	0.866
Celebrity Endorser	0.986	0.845
Purchasing Decission	0.947	0.925

Source: WarPLS Data Processing, 2024

Based on table 5, demonstrates that all variables have a composite reliability value greater than 0.70. This indicates that the composite reliability value meets the required criteria. Furthermore, the research findings reveal that the indicators used to measure product quality have a value of 0.918, price has a value of 0.940, brand has a value of 0.918, celebrity endorser has a value of 0.986, and purchasing decisions have a value of 0.947. These values confirm that the variables meet the reliability requirements. The Cronbach alpha value for the variables of product quality, price, brand, celebrity endorser, and purchase decision are 0.881, 0.915, 0.866, 0.845, and 0.925 respectively, all exceeding the minimum criterion of 0.70.

Inner Model

a. Path Coefficient Test

Applied to clarify the impact of certain external latent factors on endogenous latent variables and the extent to which their influence is substantial. The R-square and Q-square results reveal the path coefficient test. You may find the R-square and Q-square values in table 6 below:

106



Table 6. R-square and Q-square

Variable	R-square	Q-square
Quality		
Price		
Brand		
Celebrity Endorser		
Purchasing Decission	0.852	0.841

Source: WarPLS Data Processing, 2024

The purchase choice variable has an R-squared value of 0.852, as seen in table 6 above. This value acquisition indicates that, among the factors influencing purchase choices, product quality, price, brand, and celebrity endorser account for 85.2%, while other contracts not included in this research account for the remaining 14.8%. On the variable measuring the decision to buy, the Q-squared value is 84.1%. Therefore, the study model in question has high levels of predictive validity.

b. Goodness of Fit Model

The inner model is evaluated by looking at the Godness of Fit Model value. Godness of Fit Model in question is an index and measure of the goodness of the relationship between latent variables. Table 7 is the result of the Godness of Fit Model in this study:

Table 7. Godness of Fit Model Result

Model Fit and Quality	Fit Criteria	Index	Value	Description
<i>Average Path Coefficient (APC)</i>	P-Value <0.05	0.266	P = 0.001	Accepted
<i>Average R-square (ARS)</i>	P-Value <0.05	0.852	P < 0.001	Accepted
<i>Avarege Ajusted R-square (AARS)</i>	P-Value <0.05	0.846	P < 0.001	Accepted
<i>Avarege Block VIF (AVIF)</i>	AVIF $\leq$ 5 Ideally $\leq$ 3.3	2.441		Accepted
<i>Avarege Full Collinearity VIF (AFVIF)</i>	AVIF $\leq$ 5 Ideally $\leq$ 3.3	3.155		Accepted
<i>Tenenhaus GoF (GoF)</i>	<i>small</i> $\geq$ 0.1		0.807	Large



	<i>medium</i> ≥ 0.25 <i>large</i> ≥ 0.36		
Sympson's Paradox Ratio (SPR)	Acceptable if ≥ 0.7 Idealy = 1	1.000	Accepted
R-square Contribution Ratio (RSSR)	Acceptable if ≥ 0.9 Idealy = 1	1.000	Accepted
Statistical Suppression Ratio (SSR)	Acceptable if ≥ 0.7	1.000	Accepted
Nonlinier Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if ≥ 0.7	1.000	Accepted

Source: WarPLS Data Processing, 2024

Based on the output from WarpPLS in table 7 above, the goodness of fit model criteria have shown that the model formed has met the requirements of the goodness of fit model. Based on the research results, this study can be declared to have a good and acceptable goodness of fit model.

c. Hypothesis Test

The structural or inner model is evaluated as part of the partial least square (PLS) evaluation process. Examining the significance levels and outcomes of the path coefficient parameters is how structural model analysis is carried out. To determine whether there is a significant relationship between external and internal variables, hypothesis testing is performed. whether the path coefficient and P-value are less than 0.05, then the result may be considered significant. Figure 8 below displays the path coefficient, P-value, and T-statistic values.

Table 8. Path Coefficient, P-value, and T-statistic

Variable	Response Variable	Path Coefficient	T ratio	P-Value	Conclusion
Quality	Purchase Decision	0.272	2.927	0.002	Significant positive
Price	Purchase Decision	0.283	3.052	0.001	Significant positive
Brand	Purchase Decision	0.410	4.581	0.001	Significant positive
Celebrity Endorser	Purchase Decision	0.099	1.013	0.157	Positively not significant

Source: WarPLS Data Processing, 2024



First hypothesis tested: (There is a statistically significant relationship between product quality and consumer spending). The path coefficient for the first connection, which is the one between product quality and purchase choices, is 0.272, and the P-value is 0.002, which is less than 0.05. Based on these findings, it's clear that product quality matters when it comes to making a purchase. This study's findings—a p-value of 0.002 and a path coefficient of 0.272—indicate a positive and statistically significant relationship between product quality and buying choices, with the latter influencing the former by 27.2%. We may so infer that H1 is correct and H0 is incorrect. Research has shown that product quality significantly and positively affects purchase choices, lending credence to this idea (Fatmaningrum & Fadhillah, 2020). Research has shown that product quality has a favorable and substantial influence on the dependent variable, which is buying choices (Oka et al., 2023), which supports the conclusions of this study. This demonstrates that customers are more inclined to make purchases when they have a positive impression of the product's quality. The quality of a product is defined by how well it serves its intended purpose, how long it lasts, how reliable it is, how practical it is, and any additional value that consumers place on it. It is critical for the company's success that the things it sells be of high quality; otherwise, customers would stop trusting the brand.

Testing the second hypothesis: that price significantly influences consumers' decisions to buy. The path coefficient for the second connection, which is the association between price and buying choices, is 0.283, and the P-value is 0.001, which is less than 0.05. According to these findings, pricing is a major factor that influences consumers' final judgments. With a p-value of 0.001 and a path coefficient of 0.283, which indicates that price impacts buying choices by 28.3%, the findings of this research show that price has a positive and substantial effect on purchase decisions. We may so infer that H1 is correct and H0 is incorrect. Research has shown that pricing has a positive and statistically significant influence on consumers' propensity to make a purchase, lending credence to this idea (Lionitan & Firdausy, 2023). Additional studies corroborate this study's findings by demonstrating that consumers' perceptions of prices have a positive and statistically significant impact (BR Ginting & Heryjanto, 2023). The pricing is rated quite well by respondents, indicating that buyers are happy with the affordable level of product quality. If the pricing is in line with what customers anticipate, it will have a positive effect on boosting sales. Customers will shop around to get the best deal; if the price is reasonable considering the product's quality, they'll be more likely to buy it. Students and teenagers may take advantage of EsTeh Indonesia's low prices. Prices ranging from 10,000 to



25,000 Indonesian Rupiah are reasonable enough for students to afford with their allowances.

Three-Hypothesis Testing: Brand Influences Purchase Decisions. The path coefficient for the third connection, which is the association between brand and purchase choices, is 0.410 and the P-value is 0.001, which is less than 0.05. These outcomes show that consumers are significantly and positively impacted by the brand when making a purchase. With a p-value of 0.001 and a path coefficient of 0.410, indicating that price impacts buying choices by 41%, this study's findings show that brand has a positive and substantial effect on purchase decisions. We may so infer that H1 is correct and H0 is incorrect. Studies have shown that brand has a favorable and substantial impact on consumers' choice to buy (Chandra & Sitinjak, 2021; Fatmaningrum & Fadhilah, 2020) lending credence to this idea. When customers have a good experience with a brand, they form a favorable impression of it, which in turn influences their buying choices (Aulia & Ansari Harahap, 2022). People will gladly buy a brand's wares if they have faith in the company's ability to deliver on its promises and put their needs first. Consequently, customers' faith in a solid brand is what drives brand purchases. It follows that consumers are more likely to make a purchase when they have faith in the brand.

Fourth hypothesis testing: the influence of celebrity endorsers on consumers' purchasing decisions is negligible. With a P-value of $0.157 > 0.05$, the third correlation between celebrity endorsers and purchase choices reveals a path coefficient of 0.099. According to these findings, the influence of celebrity endorsers on consumers' purchase choices is both positive and negligible. With a p-value of 0.157 and a path coefficient of 0.099, which indicates that price impacts purchase choices by 41%, this study's findings show that celebrity endorsers have a positive but minor effect on purchasing decisions. We may so infer that H1 is correct and H0 is incorrect. Studies have shown that celebrity endorsements do not have a favorable and substantial impact on consumers' purchase choices (Pudianingsi et al., 2022; Ramadhani & Nadya, 2020), lending credence to this notion. In contrast to previous research (Wijaya, 2020), this study found no evidence that celebrity endorsers significantly impact consumers' propensity to buy. In terms of influence on consumer spending, celebrity endorsing products is ineffective. When making a purchase, celebrities' endorsements shouldn't be the deciding factor. These days, using celebrities as spokespeople is a common tactic for getting people to buy things. Having famous people who can effectively communicate a message or piece of information endorsing a product is a clever marketing move. A celebrity endorser may do



more than just talk about how great a product is; they can also advocate for it and even represent it in public. Also, it boosts consumers' self-esteem, which in turn influences their attitudes and actions when it comes to buying the advertised goods.

Previous Research Results

The perception of consumers towards the quality of a product, its price, brand, and the involvement of a celebrity endorser plays a crucial role in their purchasing decisions. Several studies have delved into the impact of various factors on consumer purchasing behavior, shedding light on the significance of product quality, price, and promotional activities (Ernawati, 2019). The influence of product quality, innovation, and promotion on purchasing decisions. The effects of promotion, product quality, and price on consumer purchasing decisions (Sani et al., 2022). These studies emphasize the importance of these factors in shaping consumer behavior and decision-making processes. Moreover, the research conducted emphasized that purchasing decisions involve a process of evaluation, information search, and consumption, where product quality and price are directly related to consumers' efforts to acquire and use a product (Astuti, 2021). This aligns with the findings emphasized the critical nature of purchasing decisions in determining a company's future success (Andri Yani & Subandoro, 2022). The decision-making process is intricate and involves considerations of various factors, including product quality, price, and the overall value proposition offered to consumers. Furthermore, the influence of promotional activities on consumer purchasing decisions cannot be understated. The significance of promotions in marketing products or services, emphasizing the need for engaging and easily understandable promotional strategies to attract consumers (Rumengan, 2022). Additionally, the role of brand ambassadors in influencing consumer purchasing decisions (Amalia & Markonah, 2022). The presence of a reputable brand ambassador can positively impact consumer perceptions and decisions regarding a product. In the context of specific products delved into the influence of product quality, price perception, and brand image on purchasing decisions during the Covid-19 pandemic (Nawangwulan & Akhirson, 2022). This study underscores the relevance of understanding consumer perceptions and preferences in unique market conditions. The impact of product quality, price, and brand image on purchasing decisions emphasizing the significant influence of product quality on consumer choices (Anam et al., 2020). Moreover, the research conducted on the purchasing decisions highlighted the importance of product quality in enhancing customer loyalty and trust, factors that are



essential for long-term success (Miftahul Jannah et al., 2023). This aligns with the findings of previous studies that emphasize the role of product quality in influencing consumer behavior and decision-making processes. Additionally, studied the purchasing decisions emphasizing the importance of product quality, price, and promotions in driving purchasing decisions (Belvia et al., 2022).

In conclusion, consumer perceptions of product quality, price, brand, and the involvement of celebrity endorsers significantly influence their purchasing decisions. Studies have consistently shown that factors such as product quality, price, promotional activities, and brand image play pivotal roles in shaping consumer behavior and decision-making processes. Understanding these dynamics is crucial for businesses to tailor their marketing strategies effectively and meet the evolving needs and preferences of consumers.

CONCLUSION

Based on the results of research that has been formulated using descriptive analysis and SEM-PLS analysis that has been carried out regarding purchasing decision making, the following conclusions can be drawn in this study:

1. The purchasing method chosen by consumers is offline as much as 69%. The reason consumers choose to use the offline method is that the location is easy for consumers to reach. The online method is 31% with the reason consumers choose to use the online method, namely because of the discount vouchers in the application that make consumers interested in shopping;
2. Purchases of “EsTeh Indonesia” are dominated by adult consumers where the motivation for adult consumers to buy is because they gather with family, as an alternative to hanging out and doing assignments. The motivation of teenage consumers in making purchases is following trends and recommendations from friends or family;
3. Product quality has a positive and significant effect on purchasing decisions, high purchases are caused by attractive product packaging. Price has a positive and significant effect on purchasing decisions, consumers buy because the price offered is in accordance with what consumers get. Brand has a positive and significant effect on purchasing decisions, the high purchase of “EsTeh Indonesia” is caused by consumers who first recognize the brand. Celebrity endorsers have a positive and



insignificant effect on purchasing decisions, due to the lack of attractive advertisements so that consumers are less sure to visit and buy “EsTeh Indonesia”.

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